

Facebook Basics for Navy Commands

Before jumping into creating a Facebook page, there are three key questions you should consider to determine if Facebook is right for your command:

1. How will engaging with the public in an open forum help you better achieve your mission?
2. Have you identified someone who can spend at least 1 hour a day to monitor, post and respond to comments to build an active and engaged community online?
3. What is your **goal** in establishing a Facebook page? What are the **measurable objectives** associated with that goal? Note: Getting 10,000 friends is NOT a goal – it's one metric, but your goal should be tied to your communications strategy. CHINFO's Emerging Media Integration Team is available to assist you and offer ideas in determining the best strategic use of Social Media for your command.

If you are able to realistically answer these questions you are ready to establish a Facebook fan page and are on the path to setting your command up for success in using this tool.

Establishing Policy and Roles & Responsibilities

Prior to creating your command's fan page, you should establish some **standard operating procedures** that will determine who will manage the Facebook community (including what material to post, when to respond, how to engage, what to do when a crisis occurs, etc.). The standard operating procedures should also include your command's policy on comments and commenting (at a minimum the comment policy and disclaimer at the end of this document is required).

Creating a fan page for your command

Step 1: Create an individual Facebook profile if you do not have one already. You may use your navy.mil address or a commercial or mainstream address (such as Gmail or Yahoo!) to set up your account. For more help on how to create a Facebook profile, see:

http://www.facebook.com/help/new_user_guide.php



If you do not have a Facebook profile and do not wish to create one in the near to mid-term future, you may create a Facebook business account. Business accounts are designed for individuals who only want to use the site to

administer Pages and ad campaigns. For this reason, business accounts do not have the same functionality as personal accounts. Business accounts have limited access to information on the site. An individual with a business account can view all the Pages and Social Ads created, however you will not be able to view the profiles of users on the site or other content on the site that does not live on your page. In addition, business accounts cannot be found in search and cannot send or receive friend requests.

For more information on creating a business account visit, <http://www.facebook.com/help/search.php?hq=business+account&ref=hq>

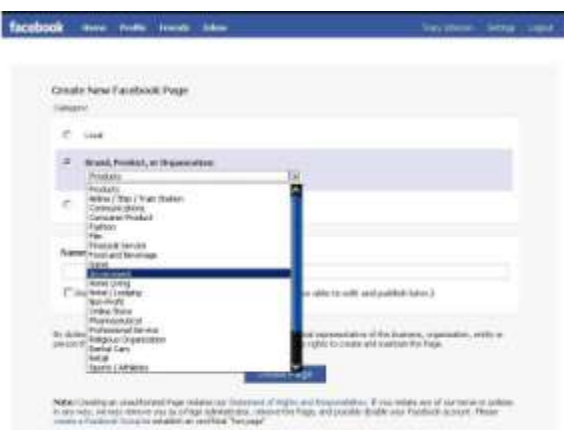
Step 2: Create a fan page for your command while logged in under your profile. Go to "Ads and Pages" link from the bottom left-hand of the page (next to "Applications").



Go to “Pages” link on left hand side menu. Click on “Create Page” link.



Select Category, “Brand, Product, or Organization” and select the drop down option of “Government.” Type in the “Name of Page.”* Avoid using acronyms whenever possible. Check box to “Do not make Page publicly visible at this time.” This allows you to preview the page and show to any parties who may need to approve before making the page public. Click on button to “Create Page.”



The page name cannot be changed, so choose wisely. If you decide to change the name after your page has been created, you will need to start at the top of Step 2 and create a NEW page.

Step 3: Populate your command’s fan page. All information is voluntary, but at a minimum, CHINFO requires posting the standard DoD disclaimer under the “info” tab in the “public transit” section (there is not a standard box for submitting policy information). See full disclaimer text to add at the end of this document. Also under the “info” tab is where you can add basic information such as your command’s name and website. Note, you must add your command’s website as a reference on this page.



On the left hand side of your command’s page a small box says “Write something about yourself”—Click on that box to include a short description of your page using standard format: “Welcome to the official U.S. Navy ___ Command fan page; operated by ___ and team.”

Go to the “notes” tab and “write a new note” button on the top right hand corner of the page. The first note you create should give an overview of your command including its mission. You should write a new note whenever you have an important announcement, statement or press release versus posting the information as a wall post. Wall posts can become buried under fans’

posts or be so far down that you have to click to see older posts. By placing information on the Notes page it is much easier for fans to follow important information you want to put out.



Important: It is recommended that you NOT separate your “wall posts” and your “fans wall posts” so your fans feel as though they are a valued part of the conversation. The default setting is to include all comments. For official messages you do not want to be overridden, please use the “notes” function.



Step 4: Add photos to your command’s fan page. Go to the “Photos” tab on the top of your fan page. Select the “Create a Photo Album” button on the top right hand corner of the page.



Type in basic information about the album (name, location and description) and select “Create Album.” Select “Add Photos” button. You will need to select one of the links on the page that says “Try the Simple Uploader” due to Java restrictions on the Navy network. A window should appear when you select that link to choose individual photos from your computer to upload. Select the “browse” button and select the image you want to upload. Only upload 2-3 photos at a time to ensure successful upload over Navy network. Each time you upload, you will need to verify that you have the rights to the photos you are uploading.

Once the photos are uploaded you have the option to add a text caption to the photo. Please add at least basic information to each photo such as location, event name, and description of action for people in the photo. All photos shared on Facebook should also be sent to Navy Visual News. Please send photos with VIRIN information to Navyvisualnews@navy.mil.

After all photos have been uploaded and descriptions added, you will want to “Publish” the album. Now you can go back to that album and select a photo to be your command’s profile photo (main photo). A good example of a profile photo would be your command’s logo or crest.

Important: There is a large variety of content that you may add to your fan page including videos, RSS feeds,

applications, and more. For more advanced options, see Facebook tips for fan pages, or contact CHINFO.

Step 5: Publish your command's fan page. Select the "Publish Page" button on the top bar above your command's fan page after you are satisfied with the look and functionality of the page and all required parties have approved the page to go live.



Glossary: Commonly Used Terms

Applications (also known as "apps"): There are thousands of applications created by Facebook and by users and businesses that can be added to profiles and fan pages to enable various features, games or activities.

Comment/Post: An update either on your individual profile or fan page. Posts usually refer to an update by one's self or one's organization and can be in the form of text, video, or hyperlink. A comment usually refers to a response post made on an individual's profile or on an organization's fan page.

Discussion boards: A forum like discussion page where topics or questions can be posed. Discussion boards make it easy to manage conversations about one particular topic because they keep all posts/comments about that topic in one place rather than mixed among all comments on the wall.

Events: Invitations to either virtual or in-person events.

Fans: Individuals on Facebook who have voluntarily chosen to be associated with a Facebook fan page. You can become a fan of an organization or individual by selecting the "Become a Fan" button at the top of that page.

Fan page: A page created by an organization or individual as a place where people on Facebook can show affinity or fanaticism towards that organization,

cause, or public figure. Fan pages enable comments, discussion, and the sharing of photos, videos and links between the organization and its fans. Unlike groups, fan pages are visible to unregistered people and are generally better for long-term relationships with your fans. Pages also allow for the integration of custom applications and the creation of events, which groups do not allow. Official posts on fan pages appear on your wall.

Friends: Individuals with whom you have affiliation or friendship.

Group: A page created by an organization or one or more people around a common interest such as movies, restaurants, television shows, etc. Groups are a way for individuals to show association with things they have an interest in. Groups are generally better for hosting a targeted discussions and attracting quick attention. Posts in group pages do not appear on your wall.

Like: A link that can be clicked to show you agree with or like what another individual or organization posted. A thumbs-up symbol appears when you click this link.

Notes: A text update/post that is usually between one and several paragraphs and appears on a separate tab than one's "wall."

Profile: An individual's page on Facebook which contains voluntarily provided personal information such

as an individual's name, place of work, hometown, hobbies, school and photographs.

Tags: The secondary pages where notes, events, photo albums, and other applications appear.

Tag: The identification of another individual or organization that is pictured in a photograph or mentioned in a post. You may tag someone in a photo by going to the Photos page and select "My Photos" then click the "Edit Album" link of the album that you

want to tag. Click on a person's face in the photo and then select their name in the box that pops up. If their name is not in the box, you can type it in the text field. If you need to tag yourself, select "me."

Wall: The default page where posts and comments appear on profiles, groups and fan pages. Also referred to as "News Feed."

Frequently Asked Questions

- **What happens when the site administrator leaves this command?** You can create multiple administrators for the site, but there can only be one "creator" of the site. If the "creator" leaves, you may email usgovernment@facebook.com and request that the individual be removed as creator of the site as long as you have already assigned new administrators to the site.
- **How to tell if you currently have a group/profile/fan page?** First check the Navy.mil social media directory to see if you are listed. Next, conduct a search by typing your command's name in the search box at the top of www.facebook.com. Try several different searches if your command has an acronym or nick name.
- **What is the difference between Group/Profile/Fan Pages?** See the glossary of commonly used terms above
- **Why does our page have to be a fan page to be listed on the Navy Social Media directory?** Fan pages allow for the interaction between an organization and members of the public. Groups and profiles are not conducive to this type of interaction and can imply that there is a friendship between our command and an individual. Fan pages also enable several features helpful for interacting with the public such as: sending a message to all fans, allowing fans to upload photos, enabling discussions among fans, and allowing you to post official notes in a separate section.
- **How to assign admins to your fan page?** See Facebook's instructions here, <http://www.facebook.com/help/search.php?hq=add+admins+to+fan+page&ref=hq#/help/question.php?id=232752>
- **How to use the Facebook Applications options?** Applications are add-ons to your page that can bring in non-Facebook content such as an RSS feed or a fun game or quiz with which your fans can interact. Visit the Facebook application directory to see if there may be applications that would be useful to your fans: http://www.facebook.com/apps/directory.php?app_type=0&category=100#/apps/directory.php?app_type=0&category=0 Some commonly used applications include: "Social RSS," "SlideShare," and "Cities I've Visited"
- **Where do you place the disclaimer information?** Go to the "info" tab on your fan page. Select "edit" link under "Detailed Information" section. You can paste the standard disclaimer information in the "public transit" box. To obtain the standard disclaimer information, see the example pages listed below or contact CHINFO Emerging Media office.
- **How do you get rid of advertisements on your fan site?** Send an email to CHINFO's Emerging Media Integration Team and they will contact Facebook on behalf of your site.

- **Does Facebook provide metrics on the page?** Yes! There is a tool called “Facebook Insights” that automatically provides the page administrator with metrics on the page such as fan count, fan demographics, number of comments, etc. You can access this data by going to your fan page “settings” or select “edit page” to get to settings. On the right hand toolbar there is a section entitled, “Insights.” Select this box to see a full page view of your command’s fan page statistics.

Featured Navy Examples

Master Chief Petty Officer Rick West*, <http://www.facebook.com/MCPON>

USS Bonhomme Richard,

<http://www.facebook.com/help/search.php?hq=tag&ref=hq#/group.php?v=wall&ref=search&gid=2389203806>

Naval Station Rota, Spain, <http://www.facebook.com/USNavalStationRota>

USS New York, <http://www.facebook.com/pages/New-York-NY/USS-NEW-YORK-LPD-21/113468238587?refequalsts>

See Navy.mil Social Media Directory for full list of commands with Facebook pages:

<http://www.navy.mil/media/smd.asp>

Helpful Resources

Why Facebook by Mari Smith, <http://whyfacebook.com/>

Tips for Optimizing Your Fan Page by Geoff Livingston: <http://www.livingstonbuzz.com/2009/11/02/facebook-fan-page-best-practices/>

Mashable’s Facebook News and Updates: <http://mashable.com/category/facebook/>

Facebook and Government page: <http://www.facebook.com/profile.php?id=1433107527&ref=ts#/government?ref=nf>

Facebook fan page tips: <http://www.facebook.com/FacebookPages>

CIO Council Guidelines for Secure Use of Social Media by Federal Departments and Agencies,

[http://www.cio.gov/Documents/Guidelines for Secure Use Social Media v01-0.pdf](http://www.cio.gov/Documents/Guidelines%20for%20Secure%20Use%20Social%20Media%20v01-0.pdf)

New Media and the Air Force, <http://www.af.mil/shared/media/document/AFD-090406-036.pdf>

Army Social Media Best Practices, <http://www.scribd.com/doc/22366866/Army-Social-Media-Best-Practices-11-01-09>

Navy Social Media Roadmap (FOUO), *available upon request*

Need Additional Assistance?

Go to <http://www.facebook.com/help.php> and type in your question, or

Contact: LT Lesley Lykins

Deputy, Emerging Media Integration (OI54a)

Department of the Navy, Office of Information

Office: (703) 695-6915

lesley.lykins@navy.mil

Disclaimer for use on Official Sites: (to be added to the “info” tab of your fan page)

Welcome to the _____ Facebook Fan page sponsored by _____. This page is intended to provide updated information and discussion on _____. Please visit our official homepage at _____.

While this is an open forum, it's also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Comments and posts that do not follow these guidelines will be removed:

-We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.

-We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.

-We do not allow comments that suggest or encourage illegal activity.

-You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

- For Official Use Only (FOUO), classified, pre-decisional, proprietary or business-sensitive information should never be discussed here. Don't post personnel lists, rosters, organization charts or directories. This is a violation of privacy.

The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Navy or Department of Defense.

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